



Guide to Successful State Advocacy

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U.S. Incentive Framework

State and Local Level Efforts to Promote EVs

- ◆ 38 States and the District of Columbia have adopted EV incentives.
- ◆ Examples of Financial Incentives:
 - \$5,000 Rebate (California)
 - Bond Funds (New York)
 - Exemption from Registration/License Plate Fees (NV/PA)
 - Income tax credit for creation of jobs manufacturing clean fuel vehicle components (VA)
- ◆ Examples of Non-Financial Incentives:
 - EV Access to HOV Lanes (VA, AZ, GA, HI, CA)
 - Free Parking and Free Charging



The 2000 "Flood" of AFV Legislation

Legislative Highlights



Arizona - has introduced two measures that would increase tax credits for the purchase/lease of AFVs and supporting infrastructure, as well as provide benefits to cities/counties that promote AFV usage.



Hawaii & Washington - have introduced measures that would allow single-occupant drivers of EVs access to high-occupancy vehicle (HOV) lanes.



Colorado - has introduced a measure that would provide tax credits and rebates for the purchase/lease of AFVs. ZEVs are provided a higher tax credit in the legislation



Georgia - has introduced a measure that would increase the current state tax credits for the purchase/lease of AFVs. The legislation includes specific benefits for businesses that install EV chargers at their business location.

**27 States have introduced over 100 AFV
measures since January 1, 2000**

"Must Haves" For Successful Advocacy

Rationale

- ✓ Environment
- ✓ Energy
- ✓ Economy

Product

- 🚗 Ride 'n' Drive Opportunities
- 🚗 Loaner Vehicles

Organization

- ☯ Stakeholders
- ☯ Agenda
- ☯ "Worker Bees"

Realistic Requests

- 🍷 Limited Incentives/Limited Time
- 🍷 Non-Financial Incentives
- 🍷 Evidence of "Return on Investments"